ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Sales		Retail	
1221	1222		
	1223		
	1226		
	1229		
	ROM		
		PC	SC
		MC	PA
RE			
1224 JM	RSM	RBM	

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RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL: DORAL B2G1F / PROMOTION #800211

Dear Paul:

Doral B1G1F pre-sleeved product, as well as 449 SKUs of Displays (item #540665) have been ordered to McLane NE to pack and ship this promotion to your participating retail accounts.

		#/Cases Per Style				$ Amount
PRODUCT PO #	Product / State	LT MN 100	UL LT 100	FF BX 100	LT BX 100	$ AMOUNT
	UPC 12300-	2519 0	2519 1	2519 2	2519 3	
ER3102-01	B2G1F / NJ	2	3	3	3	1,518.91
ER3103-01	B2G1F / OH	1	1	1	1	753.94
ER3104-01	B2G1F / PA	12	26	26	26	16,396.47
	TOTALS	15	30	30	30	$18,670.32

Product Arrival: March 30, 1998

Displays PO #ER3096-01
Shipper Displays Arrival (McLane NE): March 31, 1998
Ship Date to Retail: Week of April 20, 1998

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PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR APR B2G1F'

DISPLAY DETAIL

Item #540665 (Displays)

SKU CUBE :	1.3080
SKU WT (w/o Product):	1.9200 lbs
Retail Sales Offer per Sku:	21 Offers

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY: *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

*** 7 CARTONS: 2 EACH - DORAL ULT LT 100/ FF BOX 100/ LT BOX 100 AND 1 CTN DORAL LT MEN 100**
*** 1 ADDITIONAL LOOSE LIVE DORAL PACK**
(ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS. (7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT; 8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

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McLane NE
#800211

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $367.50 **(26.25 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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